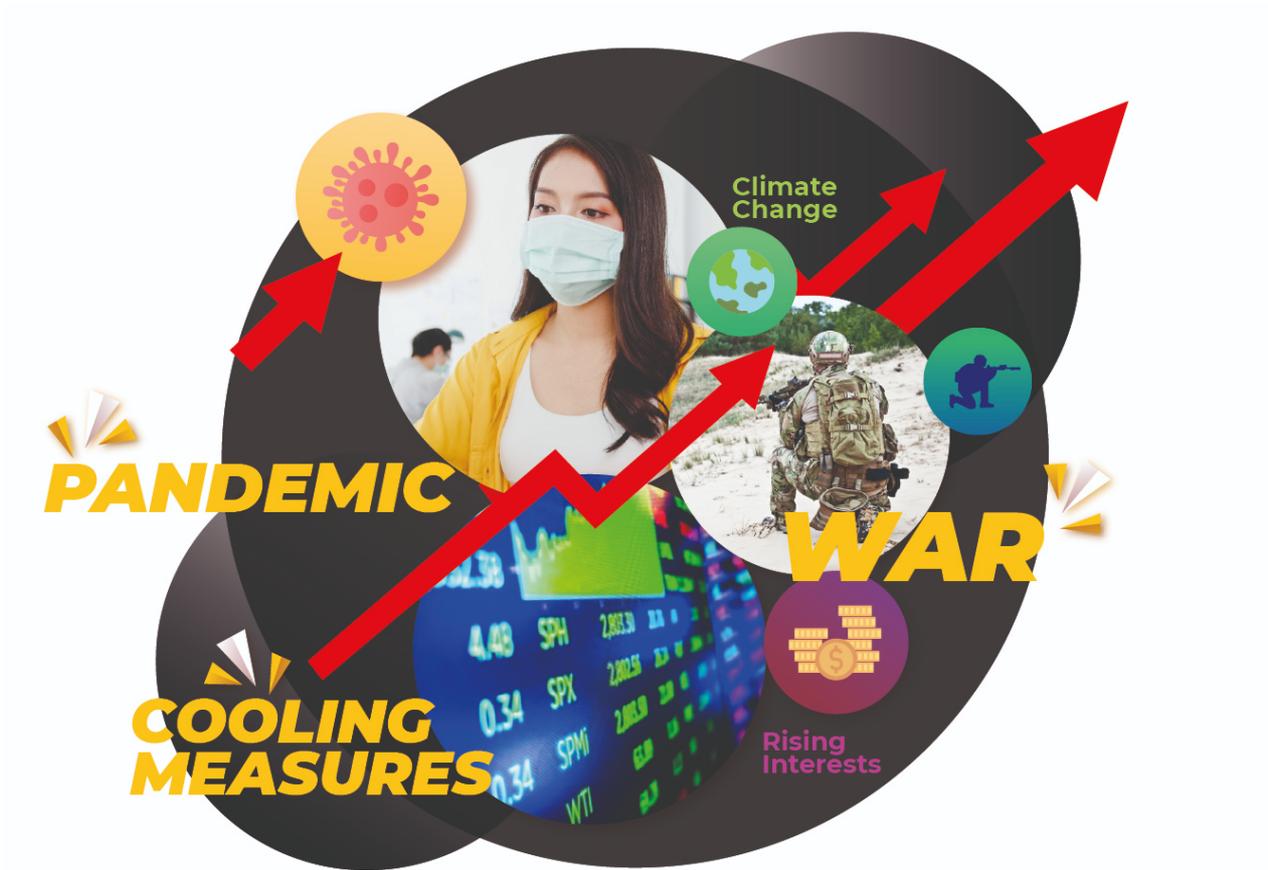


PROP NEX PROPERTY EXPO 2022



FACING A FLUID INDUSTRY

Many key issues surround us all the time with varying degrees of effects on our lives and the world around us. And many times, such occurrences are beyond our control. Key issues that affect us such as a pandemic, the Russian-Ukraine conflict and/or sanctions imposed, where much uncertainty looms over the economy and our future. Or perhaps the **rising interest rates** and **recent property cooling measures**, where the latter stems to impede the red-hot property market despite economic fallout from the pandemic.

Repercussions. If any?

From the table 1 below, you can easily observe that despite several rounds of cooling measures implemented, the average prices of new homes & resale homes in the private property sector continues to flourish. As you can see from 2013 after the double round of cooling measures in January and June 2013, up till July 2018, new sales average \$psf grew by 20% overall, albeit volatile. And on the resale front, \$psf grew by 7%.

Assuming you entered the market after the **second round of ABSD** in 2013 and bought a property of 1,000 sqft at \$1,363 psf and kept it until the recent highs of 2021 when it is \$2,248 psf, you could have the option to walk away with a staggering **\$900,000 profit**!! The objective here is to help you take the **right action**, if you had the choice to buy a property for own-stay and at the same time reap big profit margins, would that be a dream come true? Don't you think that it is close to impossible to save \$900,000 in 8 years by working hard in your day job while thrifting?

Despite Cooling Measures, Average prices of New Sales & Resale homes continued to grow



Average Transacted Unit Price (\$PSF) of Non-Landed Homes New Sales vs Resales

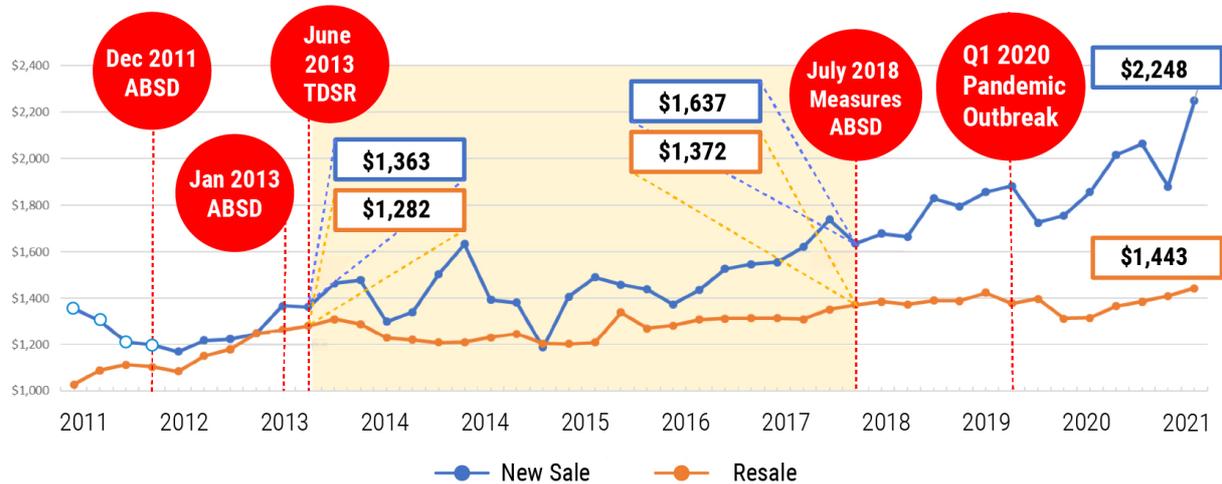


Table 1

Even on the outlooks of HDB during the same period as seen in Table 2, from its peak prices in 2013, resale prices have dipped for 24 consecutive quarters (6 years) by 12.4%. After bottoming in Q2 2019, prices have rebounded and did remarkably well in 2021 as prices grew 12.7% - exceeding peak prices in 2013. Looking at the data might then trigger one to consider if it would have been better to sell their HDB flat in 2012 or 2013 before the price slump, or simply wait another 8 years to enjoy higher returns? Could you have foreseen how long it would have taken the HDB prices to exceed its previous high? Or could you have profited even more by reinvesting those possible profits? Many homeowners continue to battle with such questions and ultimately cause their own inaction.

HDB Resale Prices grew by 12.7% for whole of 2021



HDB Resale Price Index

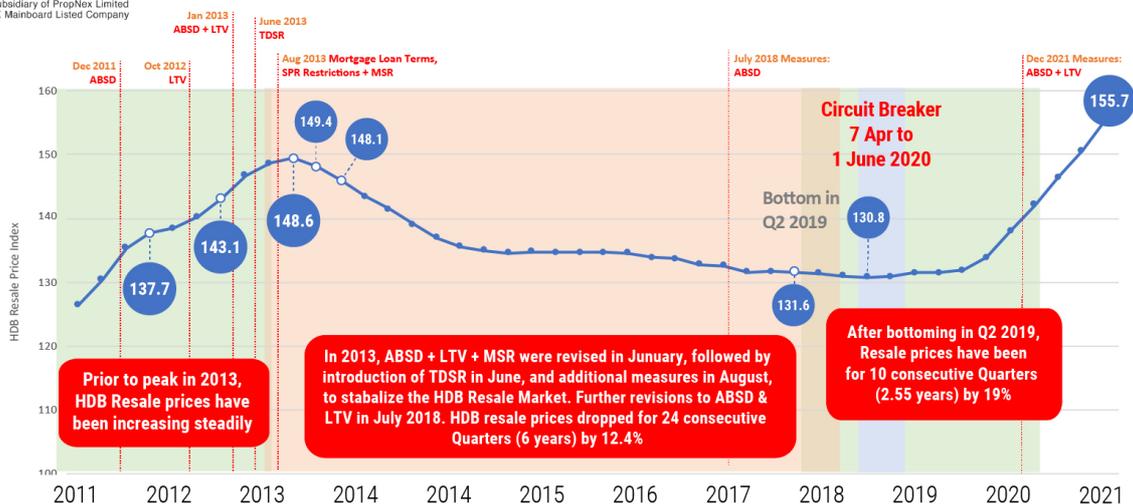


Table 2

Private Home Scenario

Let's take a look at Table 3, Double Bay Residences, a 99-year leasehold condominium with an average entry price of \$600psf when it first launched. Reaching its peak at 2014, prices were **soaring** to an average of \$1,250psf, which if you were to have sold it then, would reap you a **handsome profit of \$650,000**. Noting that prices continue to move **sideways** since the peak in 2014. Question is, will the price continue moving sideways or would there be **any more upside** for this development? The most important question should be, why did this property not ride the recent upswing like the newer developments? Could there possibly be **key indicators** out there you could read into so that you could enjoy the **maximum gain** like those highly savvy investors?

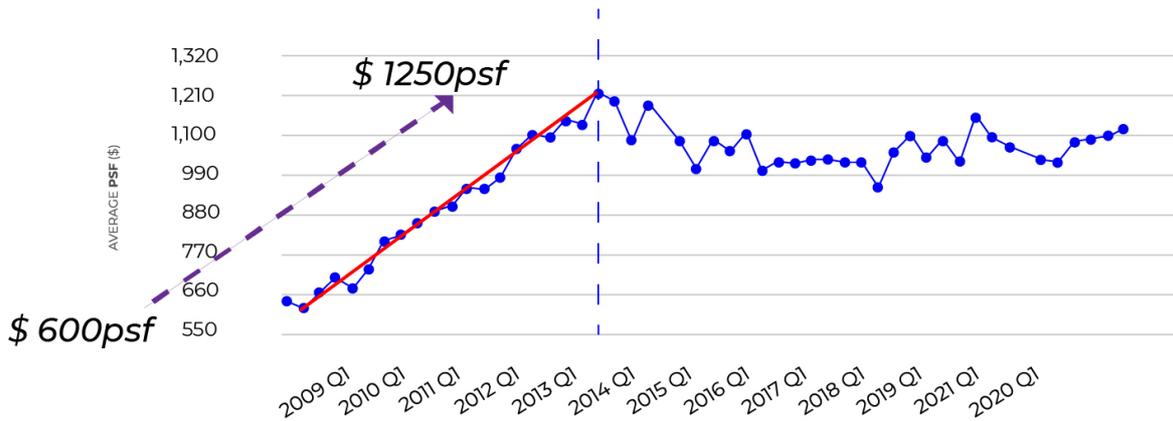
Quarterly: 1996 Q1 to 2021 Q4 (Sale)

Condos / Apartments

Trend Line Detail Analysis

From (2009 Q2, \$644.16) To (2013 Q4 , \$1,211.33) - Overall (88.05 %), Yearly (15.07 % Year)

Profit = (\$ 1250- \$600) Psf * 1000 sqft = **\$650,000**



Source: SRX /URA

Table 3

With so many burning questions from homeowners and property buyers from all walks of life, we decided to take it upon ourselves to design a platform where you can get these questions answered. At the same time, depending on where you are in your property journey, understand and address key concerns that you would be facing or are already facing.

4 Stages of Property Journey



Our aim is to take you through **four stages** of your real estate journey, where our objective of this expo is to address all your concerns and **provide clarity** to property owners and aspiring ones about intricacies that you might not yet know about the property market so that you could make **wiser decisions** moving forward.

Timing may be critical but **precision is everything**. If times are good, you are able to make good profits on your property. But even at times when it may seem unfavourable, there are **opportunities** that lie within, especially during a crisis. Timing your entry and **planning exit** with precision is crucial as it often dictates the kind of **profits** you are able to generate.

Lastly, our expo over two weekends will be curated to address individuals at their different points of their property journey – to ensure that whatever is delivered would be relevant and useful to you.

Retirement & legacy

Going through the different property journey stages with you, we hope to help you plan for the future. Especially the golden years when you should be enjoying the joys of what life has to offer and not worry about the **inevitable rising cost of living** in Singapore. Looking at the infographic from CPF below, you can see the stark difference when it comes to the usage of your CPF for different age groups. There are factors you will need to consider when making your property move as many still have the misconception that you cannot use your CPF to pay for private properties! Have you ever wondered if there is a **strategy behind the utilisation of our CPF** funds?

Did you plan for retirement?

By FENG ZENGGUN

Like many Singaporean women of her generation, Madam Santhakumari Palani, 65, worries about not having enough money when she retires. "I don't want to have to depend on my children for my old age," says the mother of three.

When she was younger, she spent most of her salary from her various jobs as a senior nurse aide and relief security guard on tuition and other educational expenses for her children. Like most mothers, she wanted her children to have a better start in life.

When she lost her job as a home care nurse in March last year due to the Covid-19 pandemic, she knew she would have to keep working to bolster her savings.

Madam Santhakumari's story reflects the findings from a survey by insurer Great Eastern.

Wishing to shed light on the state of retirement in Singapore, the survey of 304 Singapore residents aged 63 and above in May this year found that women were less financially prepared for retirement compared to men.

Madam Santhakumari spent less than a month looking for a job, before deciding to take up a role as a part-time cleaner.

Today, she sets aside at least a few hundred dollars for her retirement from her monthly salary of \$1,300.

Her husband, who is in his late sixties, works as a part-time cleaner and pays for the household expenses, while her three children – two of whom are married with families – give her a monthly allowance when possible though she does not ask for it. Her children work in the teaching, logistics, and the oil and gas sectors.

On what she would have done differently in terms of her financial planning, she says: "I wish I had bought a second property or made other investments when I was younger, but it was either that I didn't have the money at the time or I didn't think of it."

About being prepared for retirement, she says: "It's so important to have savings so that you don't have to worry so much when you are older."

Survey sheds light on preparedness

The Great Eastern survey found that, like Madam Santhakumari, women are often dependent on allowances from their children and family members later in life, with 45 per cent of the women respondents relying on such allowances

for women in Singapore by 2040," said Mr Chan.

"While retirement planning might be a distant concern for many of us, the many uncertainties in recent times impacting people's job security is a reality.

"We encourage people to get started early, no matter how small, so that they can have the freedom to make their own decisions to lead their desired retirement lifestyle with the help of professional advice."

Being ready for retirement

For retirees Lillian Kong, 74 and Cindy Goh, 66, professional advice would have made a significant difference in their retirement plans.

Madam Kong, a widow who retired from her job as a secretary in 2009, would have made more investments for retirement income.

She currently relies on her savings, Central Provident Fund (CPF) payouts, dividends from a fund she invested in and allowances from her four adult children for her expenses.

On what she would have done differently, Madam Kong says she regrets not buying more private medical insurance in addition to the government health insurance schemes.

"I didn't do much retirement planning. If there was one thing I could have planned better, it would have been to buy more medical insurance, especially if I have a serious illness. I think I should have spoken to financial advisers when I was younger."

Future medical expenses are also at the top of Madam Goh's mind.

"I have a life insurance policy, but I should have bought more insurance to cover sicknesses and hospital bills. I'm healthy now, but it's very difficult to say about the future."

"I don't have a lot in my MediSave account, and I'm afraid that what I have won't be enough if I have huge medical expenses later."

Madam Goh, who is married with two adult children, retired in 2009 after her sister's drinks stall where she worked was closed.

Now, she depends on her past savings from the sales proceeds from downgrading her flat, and her savings from working at her sister's hawker stall.



Madam Santhakumari says she would have less to worry about if she had more savings. PHOTO: THARM SOOK WAI



I wish I had bought a second property or made other investments when I was younger, but it was either that I didn't have the money at the time or I didn't think of it.

— Madam Santhakumari Palani, 65



(From top) Madam Kong would have made more investments for

Planning for your retirement?

Scan the QR code to plan

Review your retirement needs frequently

Do I need a retirement income or can I rely on my saving?

Having an income stream in your golden years can bolster your savings and counter rising inflation rates.

The Retirement income you need should take into account rising inflation and your desired retirement lifestyle needs.

For example, if you are 40 years old now and hope to have a \$2,000 monthly retirement income, this amount will double to about \$4,000 assuming an annual inflation rate of 3 per cent - by the time you are 64 years old.

Review your desired retirement income every two years as financial goals and needs may change over time.

Proper Education that Transforms Lives

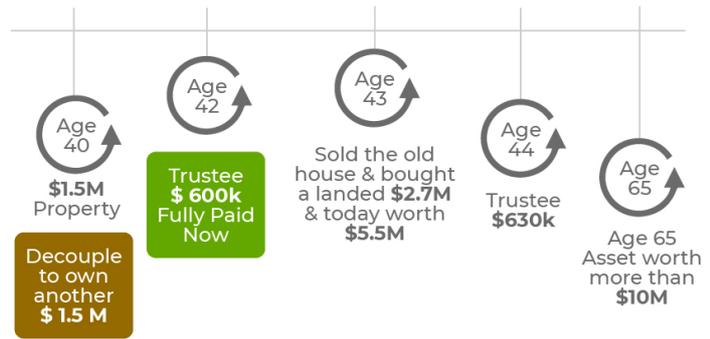
From our inception we have always aimed to educate the public with property knowledge, helping them make good calls that will help them with financial stability, we have **empowered** thousands of individuals to reach their ideal retirement goals. Below is an example of one such individual, Mr Wilson Teh, who within a short span of 6 years upgraded from ONE property in Yishun to THREE condominiums & ONE brand-new landed home. How is that possible, you might ask.

6 Years ago only have 1 property in Yishun, but now he has **3 Condo and 1 Brand New Landed**



Rare+Rare Interior Design co-founder and managing director Wilson Tan, 44, and his wife, Ma Li, 48, who works as a director in his firm, flanked by their son, Jason, 18, and eldest daughter, Yida, 15. The couple also have three other daughters, (from left) Sarah, 12, Macy, 11, and Mia, seven. ST PHOTO: SHARON HO

Source: IMG Me & MyProperty



People always misunderstand that property investment is for the rich and for those who have the massive capital to get in. But they fail to see that even for first-time buyers who would generally buy a home for own-stay, if bought and entered at a **good timing can result in big reaps** and create a snowballing effect in their future property journey if **carefully planned**. So I would urge you, who is currently reading this and feeling curious about how different your future might be, don't let this opportunity slip by you. **Safeguard your future by joining us** at our [PropNex Property Expo 2022](#) happening on both 26 – 27 March & 2 – 3 April.



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